



**HOME BUILDERS ASSOCIATION
OF GREATER GRAND RAPIDS**

ADVERTISING HANDBOOK

HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS

3959 CLAY AVE SW WYOMING, MI 49548 | MYGRHOME.COM | 616 281 2021

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REACH HBA MEMBERS & HOME CONSUMERS

The Home Builders of Greater Grand Rapids has a variety of unique advertising opportunities for you to reach both HBA members and consumers looking for home related products. Whether it's the general public interested in new home construction and design or our members, we've got the outlet for you to reach them.

To take advantage of any of these opportunities contact:

KYLIE HERRON | HBA MARKETING COORDINATOR
616 281 2021 EXT 251 | MARKETING@HBAGGR.COM

WEBSITE OPPORTUNITIES

Looking for an affordable way to get your name out there driving more traffic to your website and business? The HBA website advertising opportunities may be just the ticket. MyGRhome.com and paradeofhomes.mygrhome.com are consistently reaching those interested in everything related to homes.



WEB PAGE LOGO LINK

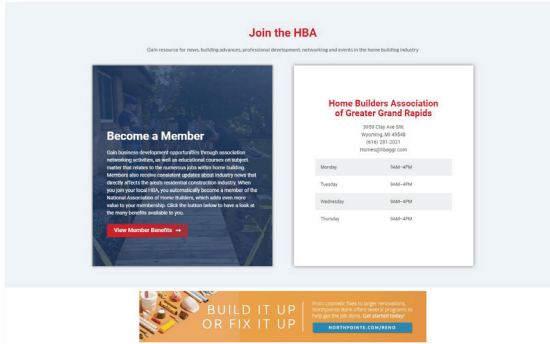
The HBA Website, mygrhome.com brings new opportunities for members. Get featured in front of nearly 7,000 unique users per month with a featured members logo link. Up to six members may have a click-able link on the home page.

12 month link: \$500

6 month link: \$300

1024 pixels X 1024 pixels

JPEG or PNG image preferred.



BANNER AD

Get featured on your choice of myGRhome.com or paradeofhomes.mygrhome.com web page with a banner ad on every page of the site, or choose to only the directory page or event calander of the website. The ad is linked to the url of your choice.

12 month ad: \$1,100

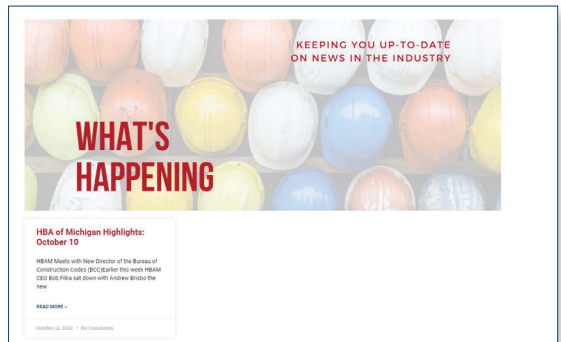
6 month ad: \$600

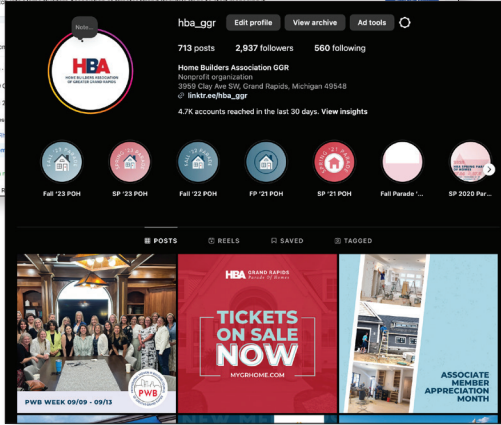
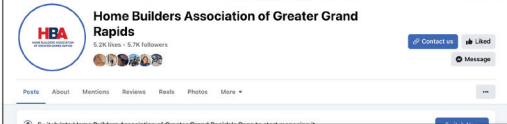
Ad Size: 730px X 130px

“WHAT’S HAPPENING” HBA BLOG POST

Write a blog post for the HBA Website. We will then share it on our Instagram story with a link to the article. Limited to one member post per week.

1 Post: \$50





SOCIAL MEDIA SHOUT-OUT: \$25

Sponsor your business or an event your business is hosting on HBA's social media. Choose from either Facebook or Instagram. Members must provide captions, images, and hash-tags.

- Facebook Followers: 5,600+
- Facebook Page Likes: 5,100+
- Instagram Followers: 2,600+

SPOTLIGHT SPONSOR POST: \$75

Give your brand prominent exposure by becoming a Spotlight Sponsor on the Home Builders Association's social media. Your logo will be featured on one of our professionally crafted post graphics, highlighting a key moment, home, or event from the Parade of Homes or other association activities. Your sponsorship will be shared with our entire online audience, reaching local builders, prospective buyers, and industry professionals. This is a unique opportunity to build brand recognition and association with the trusted, established HBA name.

HBA FAMILY FALL EVENT



HBA FALL FAMILY EVENT: POST FAMILY FARM
 SEPTEMBER 19 | 5PM - 7PM
 POST FAMILY FARM
 5081 Bauer Rd. Hudsonville, MI 49426

\$5 wristband includes 1 donut & cider, Pumpkin/Pig Train Rides, Playground Area, Tube Slides, Straw Play Area, Rope Maze, Hayride to the Pumpkin Patch, and access to Farm animals. Multiple sponsorships available.

REGISTER

SAVE THE DATE: MICHIGAN ECONOMIC UPDATE WITH ROB DIETZ

OCTOBER 3 | 8:30AM - 10AM
 Blasius Countertops
 89 54th St SW Grand Rapids, MI 49548

Join the PWB for their October GMM hosted by Blasius Countertops, featuring Cindy from Heartland Builders who will be teaching how to work with difficult clients.

REGISTER

Partner with Michigan's #1 construction lender*

- Streamlined builder activation
- One-time close

Let's get started.
 Call (844)754-6280 today



Learn more

*NATIONAL APR 2022 CREDIT RISK SURVEY

E-BLAST BANNER AD

Promote a current event or special in our weekly email to over 500 members.

- Weekly: \$50
- Yearly Sponsor: \$2,500
- Ad Size: 300px H X 600px W

- Job Listing: Free
- Company Event: Free
- Property For Sale: Free

WEBSITE / SOCIAL AD RATES

	AD SIZES	DURATION	RATE
WEB LOGO LINK	1024px X 1024px	12 MO. / 6 MO.	\$500 / \$300
BANNER AD	730px X 130px	12 MO. / 6 MO.	\$1,100 / \$600
SOCIAL MEDIA SHOUT-OUT	1080px X 1080px	ONE-TIME POST	\$25
SPOTLIGHT SPONSOR POST	Company Logo	ONE-TIME POST	\$75
E-BLAST BANNER AD	300px X 600px	1 WEEK / SPONSOR	\$50 / \$2,500

WE BUILD *West Michigan*

THE LARGEST NEW CONSTRUCTION RESOURCE IN MICHIGAN
WORKING FOR YOUR BUSINESS YEAR-ROUND

**MORE DETAILS
COMING SOON!**

HOME BUILDERS ASSOCIATION

Parade Of Homes

2024 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	24,015	11,212
TOTAL ENTRIES	28	14
TOTAL TICKETS SOLD	3,644	2,226
TOURS PER PERSON	7	5

2023 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	41,958	9,575
TOTAL ENTRIES	48	16
TOTAL TICKETS SOLD	4,620	1,846
TOURS PER PERSON	9	5

2022 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	32,577	7,130
TOTAL ENTRIES	31	16
TOTAL TICKETS SOLD	4,231	1,443
TOURS PER PERSON	8	5

EVENT SPONSORSHIPS

CALL FOR PRICING

TITLE SPONSOR

KICK-OFF SPONSOR

BLOCK PARTY SPONSOR

BUILDER BUS SPONSOR

TICKET SPONSOR

BLOCK PARTY SPONSORSHIPS

SPRING PARADE ONLY

GRILL SPONSOR: \$50

HOTDOG SPONSOR: \$50

BEVERAGE SPONSOR: \$50

ACTIVITY SPONSOR: \$50

BOUNCE HOUSE SPONSOR: \$50

VENDOR SHOWCASE SPONSOR: \$50

PARADE APP ADVERTISING OPPORTUNITIES

The HBA Parade App, with over 6,000 current users, is designed so that parade goers can easily find a Parade home to start, get directions and help them plot their course. Spring Parade advertising runs May - July. Fall Parade runs September - November.

PARADE APP SPONSOR: \$1,000

Includes 1 banner ad on home screen. Logo will be in Parade Guide and the HBAGGR website.

APP BANNER AD: \$500

Rotating ad on homepage of app.
Four spots available.

600 pixels X 600 pixels

iOS DOWNLOADS

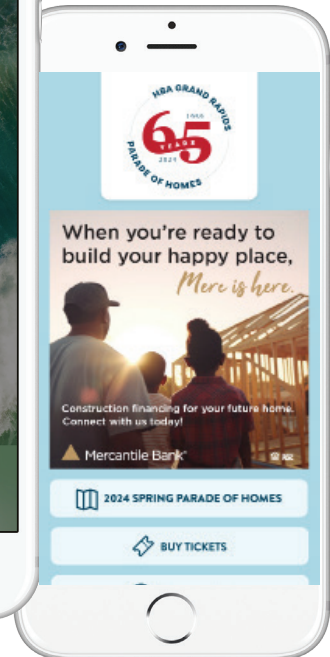


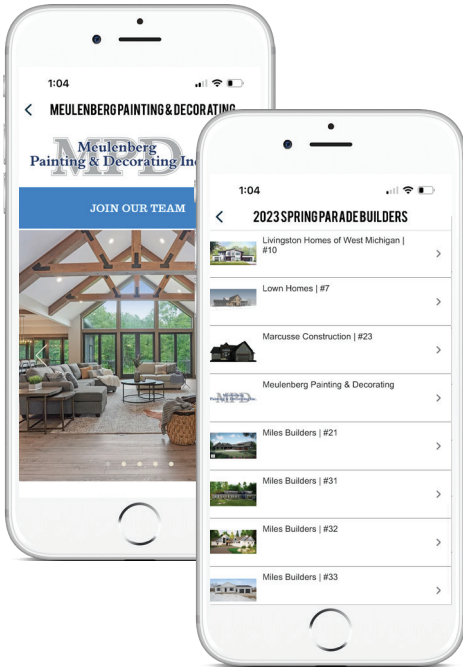
5,573

ANDROID DOWNLOADS



1,705





APP LOGO LINK: \$100
 Logo link that links to your web page.

PUSH NOTIFICATIONS

Send targeted push notifications to app users during the Parade of Homes event.

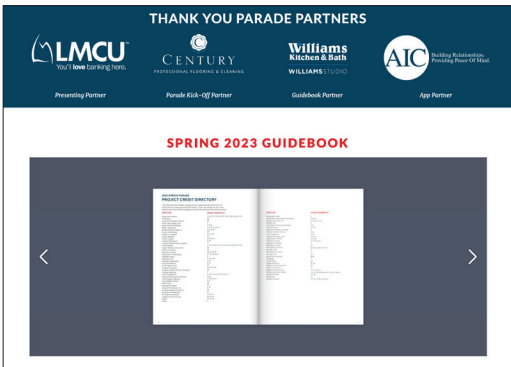
HBA Member \$250
 Member with Guide Ad Purchase \$50



PARADE APP AD RATES			
	AD SIZES	DURATION	RATE
PARADE APP SPONSOR		3 MO.	\$1000
APP BANNER AD	600px X 600px	3 MO.	\$500
APP LOGO LINK		3 MO.	\$100
PUSH NOTIFICATION		ONE-TIME	\$250
PUSH NOTIFICATION WITH GUIDE AD PURCHASE		ONE-TIME	\$50



Printed Guidebook



Digital Guidebook on HBA Website

PARADE GUIDEBOOK

The Parade Guidebook is a must for any company targeting the Parade attendee market and beyond, including builders and remodelers. Both a printed and digital guidebook will be produced for Spring and Fall Parade of Homes.

FRONT COVER: CALL FOR RATE
BACK COVER: CALL FOR RATE

INSIDE FRONT COVER: \$2500

INSIDE BACK COVER: \$2300

FULL PAGE AD: \$2,200

Digital ad links back to website
 8.5”W X 11”H

HALF PAGE: \$1,400

Digital ad links back to website.
 8.5”W X 5.5”H

QUARTER PAGE AD: \$700

Digital ad links back to website
 4.25”W X 5.5”H

EXPANDED LISTING: \$200

Stand out by expanding your listing with your logo above your information in the Spring and Fall Parade guidebooks.

FULL PAGE

8.5”W X 11”H

HALF PAGE

8.5”W X 5.5”H

QUARTER PAGE

4.25”W X 5.5”H

PARADE GUIDEBOOK RATES

	AD SIZES	RATE
GUIDEBOOK FRONT COVER	8.5”W X 11”H	CALL FOR RATE
GUIDEBOOK BACK COVER	8.5”W X 11”H	CALL FOR RATE
GUIDEBOOK INSIDE FRONT COVER	8.5”W X 11”H	\$2500
GUIDEBOOK INSIDE BACK COVER	8.5”W X 11”H	\$2300
GUIDEBOOK FULL PAGE AD	8.5”W X 11”H	\$2200
GUIDEBOOK HALF PAGE AD	8.5”W X 5.5”H	\$1400
GUIDEBOOK QUARTER PAGE AD	4.25”W X 5.5”H	\$700
EXPANDED LISTING		\$200

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four-color digital advertisement is hi-res Adobe Acrobat PDF file format.

- All fonts and images must be embedded.
- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).
- Color images must be CMYK.
- Cover and Inside cover ad may be full bleed, please add an additional 1/4” on each side for bleed allowance.



GOLF TOURNAMENT

**Multiple Sponsorships Available. Sponsorship [no participation required], Partnerships [participation required]*

50/50 RAFFLE PARTNER: \$100

Lunch for 2, assist with raffle, and recognition in event marketing

BEVERAGE SPONSOR: \$500

Logo on coolers, opportunity for 2 representatives to serve beverages post-event, and recognition in event marketing

BREAKFAST SPONSOR: \$50

Welcome guests with a grab-and-go breakfast for participants (i.e. donuts, coffee), recognition in event marketing

COURSE EVENT SPONSOR: TBD

recognition in event marketing

DESSERT SPONSOR: \$100

Sponsor provides dessert for participants during awards, logo signage on dessert table, recognition in event marketing

***FAIRWAY SIGN SPONSOR: \$100**

Large 2' x 2' signage on one of the fairways throughout the course, and recognition in event marketing

GOLF CART SPONSOR: \$1000

Logo on golf carts, lunch for 2, and recognition in event marketing

HOLE IN ONE PARTNER: \$300

Lunch for 2, BYO booth to showcase service/product, recognition in event marketing, sponsor provides insurance for Grand Prize TBD by sponsor

***LUNCHEON SPONSOR: \$300**

Logo on dining tables, BYO booth to showcase service/product during luncheon, lunch for 2, and recognition in event marketing

MULLIGANS SPONSOR: \$100

Logo on mulligan card, recognition in event marketing

PLAY THE PRO PAR THREE PARTNER

Option to showcase product / service prior to tee time. Option to solicit participants for play the pro course event, recognition in event marketing

***PRIZE SPONSOR: \$50**

Provide prizes for the golfers! Signage on prize table and recognition in event marketing

Sponsor provides one of the following:

- Branded goodie bag with company swag or special offers valued at \$50+
- Gift of choice valued \$50+ gift of choice
- \$50+ donation for HBA staff to create gift basket

REGISTRATION PARTNER: \$100

Signage at registration table, optional promo material, lunch for 2, assist with golfer check-in, and recognition in event marketing

SILENT AUCTION DONATION

TBD

SKINS SPONSOR

Announce scramble winner post event, recognition in event marketing

***TEE PARTNER: \$300**

Lunch for 2, BYO booth to showcase service/product. Provide snack for golfers and/or optional game at booth, and recognition in event marketing

***BOOZE COOLER TEE PARTNER: \$300**

Lunch for 2, BYO booth to showcase service/product. Provide snack for golfers and/or optional game at booth, and recognition in event marketing

WATER SPONSOR: \$50

Sponsor provides cases of water for participants, logo at water station, recognition in event marketing

VOLUNTEER: FREE

Assist in golfer-check in, line auction donations and various activities during the event.

NETWORKING SPONSORSHIPS

ANNUAL MEETING TITLE SPONSOR

Sponsor provides venue and catering for the annual meeting.

MEMBER MEET-UP HOST SPONSOR

Sponsor determines networking meet-up location and provides refreshments for guests.

EDUCATION HOST SPONSOR: \$100

Meet members and network by hosting an education event. Choose from Education Breakfast, Education Lunch + Learn, or Education After Hours. Host provides classroom area, audio / visual and refreshments, with the option to provide the speaker or present your products and services.

SUMMER EVENT / MEMBER APPRECIATION SPONSOR:

Sponsor may choose venue or host this HBA member + family event in the Greater Grand Rapids area.

MEET THE BUILDER SPONSOR

Exclusive 1-on-1 with predetermined HBA builder members. Recognition in event marketing + vendor booth. Additional non-booth sponsorships available. Ask an HBA staff member for details.

LEGISLATIVE BREAKFAST SPONSOR

Recognition in event marketing + vendor booth.

HBA HOLIDAY COLLECTIVE

HOST SPONSOR: \$300

Sponsor presents opening remarks, recognition in event marketing

PRIZE SPONSOR: \$50

\$50, or company swag or promo offer valued at \$50

50/50 RAFFLE SPONSOR: \$100

Assist with raffle

PHOTO BOOTH SPONSOR: \$300

Logo on photo template, recognition in event marketing

BEVERAGE SPONSOR: \$300

Logo at beverage station, recognition in event marketing

DESSERT SPONSOR: \$300

Logo at dessert table, recognition in event marketing

RED CARPET SPONSOR: \$100

Red carpet host, recognition in event marketing

AWARDS SPONSOR: \$100

Sponsor may provide logo linen on awards table, volunteer to pass out awards, recognition in event marketing

ADD-ONS



FOUNDATION CONTRIBUTION: TBD

There are several ways you can support the HBA Foundation. Serve on the Foundation Committee, donate materials, labor, or offer financial support to our special needs housing project. Get involved with our Next Generation program by considering a housing industry graduate for employment or help fund the scholarship program.

hbafoundationgr.com



FOUNDATION CLAY SHOOT

Clay Shoot is one of the best attended events of the year and our most successful fundraising event because of your support! Promote your company and help rebuild the HBA Foundation scholarship fund.

hbafoundationgr.com





PWB CONTRIBUTION: TBD

The PWB is the voice of women in the local building industry. Through education, professional development and networking opportunities, the PWB helps members to acquire and develop invaluable leadership and business skills to boost career success. mygrhome.com/professional-women-in-building



AD DESIGN: \$45/HR

For \$45 per hour, the HBA will help you design your proof + advertisement. For personal use or HBA publications.

JOB POSTING: FREE

HBA member perk. Let us post your open positions on the HBAGGR website for you to build your team of professionals. Will also be promoted on our social media and weekly e-blast to members.

HBA HOMEOWNER EXPERT: FREE

Volunteer to be an on-call HBA member expert to answer consumer questions.

